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No. 14

Soda That Will Please

If you want a bargain in Soda, here it is. The best Reg Soda, guaranteed to give satisfaction, 8 Pounds for only 25c

Just Think of This Price

The old and reliable Arm & Hammer Soda, full pound packages. Always retails at 10c. Our special clearance price only 5c

Don't Be Astonished

Ladies' Blue Naunsook Corset Cover, deep lace yoke, ribbon trim. Nothing better for the extra special price of only 23c

A Surprising Value

Nettisham Lee Curtains, attractive patterns, over-locked stitched edges, well finished Extra value. Per pair only 48c

All Silk Ribbons

All 12" wide ribbons, 11 1/2" Ribbons and some 20" and 25" Ribbons will be offered during this clearance at per yard only 10c

Out They Go

Children's Dresses - Ages 2 to 6 years. Assorted kinds, made from a good grade of fabric, trimmed yoke and sleeves. Each only 30c

Special Semi-Annual Clearing Sale

Commences Saturday
July 22, 1916

Closes Saturday
August 12, 1916.

The Peoples Supply Company, Lutesville, Mo.

For many months you have heard nothing but Higher Prices--Goods Advancing--Everything Going Sky High, until you are almost disgusted. An opportunity Once More to buy Seasonable goods at Bargain Prices, will be a pleasant surprise to you. Never before were people clamoring for lower prices, so much as they are today. Therefore, it will be well to practice "PREPAREDNESS" now by laying in an ample supply of the things you need, at this Sale.

Why Pay More?

Baking powder like everything else has advanced, but we own our present stock at the right price and will offer them during this sale at the very low price of 2 cans for only 15c

Others Will Ask You More

But we want your business and will make the prices Viking pure white Rolled Oats, guaranteed pure and fresh. 2 Cartons for 15c

You Can't Beat This One No Matter where You Go

Newburg Twist Tobacco, grown in old Kentucky and is one of the best Tobaccos we have ever sold. Regular 10c twist 2 for 15c

No Better Value Anywhere



A nice fine Japanese straw Matting, cotton warp nicely stenciled fine weave. A beautiful floor covering and specially priced during this sale. Per yard 22 1/2c only.

Corsets at Half Price

One lot of Ladies Corsets, assorted kinds and sizes. We are discontinuing the American Beauty \$1.00 Corsets and offer the odds and ends of this brand your choice for only 50c

What Do You Think of This Bargain?

Men's broad brimmed Hats in a medium light gray or tan color, leather band. Clearance price each only 48c

The Right Now Merchandise

Men's and young men's mesh knit Undershirts and Drawers in ecru and white. Most all sizes. Per garment only 23c

You Can't Beat This One

Fine swiss Embroidery Floucing, 27 inches wide. Very dainty work for making baby dresses. Per yard only 2 1/2c

Men and Young Men's All Wool Suits Much Underpriced



Our line of strictly all pure wool worsted and serge Suits are unequalled for a very fit, well-made and durable at anything like the price.

One lot of Men and Young Men's cashmere Suits, dark mixtures and well made. If you are looking for a nice, showy, low priced Suit, see this one, you will surely please you. Our Suit only \$6.95

One lot of light colored cashmere Suits, mostly all wool coat, perfect fitting, with well-padded shoulders and serge lining, one of our regular \$15 values. We are going to discontinued buying this Suit and will close out for \$9.75

One lot of only all wool worsted Suits, assorted shades and patterns. Coats made up with full padded shoulders and veteran lined. Our regular \$14 and \$15 values. Very special Clearance sale price per Suit only \$11.75

One lot of high grade strictly all wool, fine twilled blue serge Suits. Perfect fitting coats, with hair cloth fronts and full padded shoulders. Pants with belt loops, side buckles and two inch turn up bottoms. \$16 and \$17 values for \$12.75 only

Trunks and Suit Cases Specially Priced

Vacation time is here and of course you will want to buy a Trunk or a Suitcase, and naturally you will want to buy where you can get the best value for the least money. Don't fail to see these values, they will interest you:

Solid Fiber Suitcase, well made, strong and durable, reinforced corners, round handle. A good wearing case at a real Bargain. Special Clearance price each only 80c

Solid Fiber Suitcase, 24 inches long with straps all around. Non pull out handle, reinforced corners. The usual \$1.50 value. Our special Clearance Sale price each only \$1.15

Extra Quality Fiber Suitcase, strongly made, well finished, strong reinforced corners, good lock and key. Our \$2.50 value Clearance Sale price each only \$1.98

Small sized Trunk, zinc covered, flat top, good lock and key, inside tray. Special Clearance price only \$1.50

A 32-inch Trunk, zinc covered, heavy metal corners, strong lock, leather straps and buckles. A good, roomy trunk at a very moderate price. Regular price \$4.25. Our special Clearance Sale price only \$2.85

A 34-inch Trunk, metal covered, heavy metal corners, strong lock, leather straps and buckles. A good, roomy trunk at a very moderate price. Regular price \$4.25. Our special Clearance Sale price only \$3.58

PREPARE FOR

Lutesville's Big Annual Picnic

AUGUST 11 and 12

SUPPLY YOUR NEEDS AT THIS SALE

Clearance Sale of Piece Goods

You should read every item listed here as to date, size, etc., as also what this Clearance Sale may do it to you. We can offer the best value for the money and surely will please.

One lot of striped, after dinner suits, 30" and 32" lengths. Assorted sizes, colors and styles. Brown, tan, brownish blue, brown. Clearance price per suit only 5 1/2c

One lot of Tulle de Nid and fancy 100% Georgette, several light colors, and in most fabrics. Regular 15c and 18c values special to come. Sale price per yard only 11 1/2c

One lot of flung, powdered lampshades and small decorative attractive patterns. The usual 32c and 36c sellers. Special Clearance Sale price per yard only 01 1/2c

One lot of Palm Beach Kilts in white and black. Very popular for Ladies' Skirts and Skirts. Just about the best sellers this season. Clearance Sale price per yard only 22 1/2c

One lot of plain white and solid colored V. Alice. The softest dress goods for hot weather wear. All excellent values. 36c in less width. Per yard only 22 1/2c

One lot of United Silks, assortments, 36c and 40c. Wholesale and give excellent satisfaction. Used for Walks and Dresses. Our special Clearance Sale price per yard only 22 1/2c

One lot of Striped Silk Wrinkles, 30" and 32" lengths with pink green and black stripes. Very dainty. An unusual cool value at a very low price. Georgette. Clearance price per yard only 50c

One lot of Silk Drapery in blue and black only. Full 36 inches wide. The much wanted material for making Ladies' square Skirts and Suits. Clearance Sale price per yard only 95c

All Kinds of Shoes at Reduced Prices



Our Shoe stock is so large and so varied that it is impossible to quote prices on all, but wish to say that our entire Shoe stock will be on sale in reduced prices and it will pay you well to see our line before you buy. Remember all Star Brand Shoes are made of all leather, no substitutes of any kind are used in Star Brand Shoes, therefore you can rest assured that STAR BRAND SHOES ARE BETTER

Good Roasted Coffee at Clearance Prices

Everything we sell in this line is sold under a positive guarantee. If not perfectly satisfactory in every respect, return the goods and your money will be cheerfully refunded.

COFFEE LEADER—A good roasted Coffee with very few bad grains, good flavor and can not be duplicated anywhere at the price. A 12c retailer everywhere. Our special Clearance Sale price only 12 1/2c

DINNER BELL COFFEE—A choice Rio roasted Coffee, thoroughly cleaned and sifted. Excellent flavor, making it one of the best low-priced coffees on the market today. A regular 20c value. Our special Clearance price per pound only 17c

PEABERRY COFFEE—The old reliable small oval plump grain, always sells at 25c and gives the best of satisfaction to everybody. Try it and you will buy it. Per pound only 20c

FARMER'S FRIEND—A very fine washed Mexican Coffee. Not a bad grain in it. If you want a strictly high grade Coffee here it is. A 30c seller. Our special Clearance price only 25c

Boys' Knickerbocker Suits At Bargain Prices

We have only a limited number of Boys' Suits to offer in this Sale in an assorted lot, sizes 8 to 17 years, ranging in price from \$2.25 to \$4.98. You will find these Suits much under the present market price, and you will find it worth while to investigate these bargains before you buy.

Ladies' Skirts At Less Than 50c on the Dollar

One lot of Ladies' Skirts sold over from last season and we are off 20% to 25% and may longer. See our Skirts. They go. Your choice of those \$3.75 skirts for \$1.48 only. See our Skirts.

Right Now Is The Time

To buy your Trinitors. We sell off our 20% to 25% and more. This is a great time to buy. See our men's simple suits. Use 1/2 the price of 65c per suit only.

You Can't Beat It If You Would Try

Men's silk pajamas. Also in long-sleeved wash tops, also something for summer wear. Clearance price each only 15c

Men's Work Shirts

Men's fine Work shirts, assortments, good value. Manufacturing prices are up, but our prices are down. Special clearance price each only 30c

Men's Pants Specially Priced

Men's and young men's all wool filled light gray Pants made with tunnel belt loops. An unusual good pant at the price. Special clearance sale \$1.58 per pair only

Ladies' Muslin Gowns

Made from a good grade of fine bleached Muslin, nicely lace-trimmed neck and sleeves. We will offer these extremely good values during this sale at the very low price of 48c

Can You Beat This Price

Ladies' fine white Petticoats, made from a good grade of fine bleached cambric with a nice lace insertion blouse. A very desirable garment. Our special clearance price each only 40c

How About This One?

Ladies' House Dresses, assorted styles and colors. Made from a good grade of Percale, Linen, etc. Regular \$1.25 and \$1.50 sellers. Our special clearance price each only 60c